THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (c) Advertisement industry, predominatly in the private sector and information relating to the turn over in the advertising industry is not being maintained by the Ministry. However, according to Television Audience Measurement (TAM) Media Research and MINDSHARE, the two agencies in the private sector, the total turn over in the advertisement industry during 2001-04 has been estimated as under:—

TAM estimates;

Rs. 8,799 crore in 2001 Rs.
9,509 crore in 2002 Rs. 10,417
crore in 2003 Rs. 11,705 crore
in 2004

MINDSHARE estimates:

Rs. 7,893.8 crore in 2001 Rs.
8,517 crore in 2002 Rs. 9,373
crore in 2003 Rs. 10,564.2
crore in 2004

(d) No such plan exists in this Ministry for development of the advertisement industry in future, as it is mainly in private sector;

(e) Does not arise.

Industry status to cable TV network

2085. SHRI RAMA MUNI REDDY SIRIGIREDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is any move in his Ministry to recommend to Government to give "industry" status to cable TV network;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) and (b) Ministry of Small Scale Industries has informed that installation and operation of cable TV networks has been recognized as Small Scale Service & Business (Industry Related) Enterprises (SSSBs).

(c) Does not arise.